

Amendments to the Claims

Please amend claims 1 and 9-16. Please add new claims 17-19. The currently pending claims after amendment are listed below.

- 1 1. (Currently Amended) A method for analyzing user behavior in a man-machine interface
2 of a data processing system in which user action is tracked, characterized by the steps of:
3 (a) defining at least one success element associated with user navigation within said man-
4 machine interface occurring during a user session,
5 (b) storing user navigation information from a plurality of said user sessions, said user
6 navigation information being associated with said at least one success element and
7 reflecting the user navigation behavior within said man-machine interface occurring
8 during said plurality of said user sessions,
9 c) correlating, within said user navigation information, said at least one success element
10 to ~~a respective number of~~ user navigation information behavior within said man-
11 machine interface occurring during said plurality of said user sessions, and
12 d) performing a statistical analysis on a plurality of different sets of navigation
13 information collected in respective different user sessions.
- 1 2. (Original) The method according to claim 1 in which user navigation information is
2 collected from user navigation when visiting a Website.
- 1 3. (Original) The method according to claim 1, further comprising the step of graphically
2 representing results of said statistical analysis in a graph-like form.
- 1 4. (Original) The method according to claim 1, further comprising the step of filtering
2 analysis results according to one or more success elements.

- 1 5. (Original) The method according to claim 1 in which said stored user navigation
2 information comprises:
- 3 a) a success element definition,
4 b) location information associated with said success element,
5 c) time information associated with a user action related to said success element, and
6 d) session information identifier which allows to identify different users
- 1 6. (Original) The method according to claim 1 in which user navigation information is
2 collected from user navigation in a user application program.
- 1 7. (Original) The method according to claim 6, further comprising the step of:
2 after a predetermined level of collected navigation data has been achieved, changing the
3 man-machine interface such that user preferences are displayed in an emphasized way.
- 1 8. (Original) The method according to claim 6, in which at least parts of the non-preferred
2 rest of said man-machine interface is displayed in a background way.

- 1 9. (Currently Amended) A computer-readable program stored on a computer-readable
2 medium, said computer readable program being configured to perform the steps of:
- 3 a) defining at least one success element associated with user navigation within said man-
4 machine interface occurring during a user session,
 - 5 (b) storing user navigation information from a plurality of said user sessions, said user
6 navigation information being associated with said at least one success element and
7 reflecting the user navigation behavior within said man-machine interface occurring
8 during said plurality of said user sessions,
 - 9 c) correlating, within said user navigation information, said at least one success element
10 to ~~a respective number of~~ user navigation information behavior within said man-
11 machine interface occurring during said plurality of said user sessions, and
 - 12 d) performing a statistical analysis on a plurality of different sets of navigation
13 information collected in respective different user sessions.

1 10. (Currently Amended) The computer-readable program of ~~claim 1~~ claim 9 in which user
2 navigation information is collected from user navigation when visiting a Website.

1 11. (Currently Amended) The computer-readable program of ~~claim 1~~ claim 9, further
2 comprising the step of graphically representing results of said statistical analysis in a graph-like
3 form.

1 12. (Currently Amended) The computer-readable program of ~~claim 1~~ claim 9, further
2 comprising the step of filtering analysis results according to one or more success elements.

1 13. (Currently Amended) The computer-readable program of ~~claim 1~~ claim 9 in which said
2 stored user navigation information comprises:

- 3 a) a success element definition,
4 b) location information associated with said success element,
5 c) time information associated with a user action related to said success element, and
6 d) session information identifier which allows to identify different users

1 14. (Currently Amended) The computer-readable program of ~~claim 1~~ claim 9 in which user
2 navigation information is collected from user navigation in a user application program.

1 15. (Currently Amended) The computer-readable program of ~~claim 6~~ claim 14, further
2 comprising the step of:

3 after a predetermined level of collected navigation data has been achieved, changing the
4 man-machine interface such that user preferences are displayed in an emphasized way.

1 16. (Currently Amended) The computer-readable program of ~~claim 6~~ claim 14, in which at
2 least parts of the non-preferred rest of said man-machine interface is displayed in a background
3 way.

- 1 17. (New) A method for analyzing user behavior in a web interface, comprising the steps of:
- 2 (a) defining at least one success element associated with user navigation of an interface
- 3 provided by a web site during a user web session, said at least one success element
- 4 comprising at least one user input indicating successful completion of an operation by
- 5 a user during said user web session;
- 6 (b) storing user navigation information from a plurality of said user web sessions, said
- 7 user navigation information being associated with said at least one success element
- 8 and reflecting behavior of a plurality of users navigating within said web site during
- 9 respective user web sessions; and
- 10 (c) analyzing said user navigation information to identify differences between the
- 11 behavior of users navigating within said web site during a first subset of said plurality
- 12 of user web sessions and the behavior of users navigating within said web site during
- 13 user web sessions which are not within said first subset of said plurality of user web
- 14 sessions, said first subset of said plurality of user web sessions being user web
- 15 sessions of said plurality of user web sessions for which at least one said success
- 16 element as defined by said defining step is associated with user navigation of said
- 17 interface provided by said web site during the respective user web session, said first
- 18 subset being fewer than all said user web sessions.
- 1 18. (New) The method of claim 17, wherein said at least one success element comprises at
- 2 least one user input indicating successful completion of an on-line purchase by the user during
- 3 said web session.
- 1 19. (New) The method of claim 17, further comprising the step of modifying said interface
- 2 provided by said web site responsive to said differences identified by said analyzing step.